



# THE GEORGIA BALLET

## *50<sup>th</sup> Anniversary Season*

### 2009-2010 Playbill

#### Advertising Information

#### **Demographics**

The Georgia Ballet attracts a diverse audience from not only Cobb County, but also Fulton, Fayette, Gwinnett, Paulding, Dekalb, Cherokee, Pickens, and Bartow Counties.

The Georgia Ballet's patrons are well educated, committed to the community, and have the finances to secure their well being. They are in the prime of their lives with families to care for, and building careers, homes, and futures.

57% of our patrons have an annual income above \$50,000 per year; 25% have an annual income of more than \$100,000. 68% of our audience is between the ages of 25 and 55 and the average patron has two children under the age of eighteen. 60% of our audience has seen at least one Georgia Ballet performance before, and many come to all the performances we produce in one season.

#### **Circulation**

Approximately 6,000 people will see advertisements in The Georgia Ballet season playbill, from October 2009 through February 2010. Our playbill is also distributed at area business association meetings, community events, and to prospective donors.

#### **Ad Rates**

All ads are available in a choice of full 4-color printing, or black & white printing.

Full Page	\$500 (4-color)	\$425 (b&w)
Half Page	\$350 (4-color)	\$275 (b&w)
Quarter Page	\$200 (4-color)	\$125 (b&w)

#### **Premium Positions**

Inside Front Cover	\$950
Inside Back Cover	\$950
Back Cover	\$1000

#### **New this year! *Link and Logo***

Purchase an ad upgrade for only \$25. Your business logo and a link to your website will be featured in the Performance tab of our website. We will direct our patrons to your business, you tell them where to shop, what to eat, and what to buy. Reserve your ***Link and Logo*** today!